

TANGIBLE RESULT #6

Communicate Effectively With Our Customers



Every MDOT employee has to communicate with customers, some on a daily basis. It is critical to communicate clearly, concisely, accurately, and in a timely manner with customers.

RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Katie Bennett

*Maryland Transportation Authority
(MDTA)*

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Social media offers MDOT powerful avenues to disseminate important information directly to its customers and to interact with them in real-time. Each of our TBUs continues to grow its social media following and expand its reach.

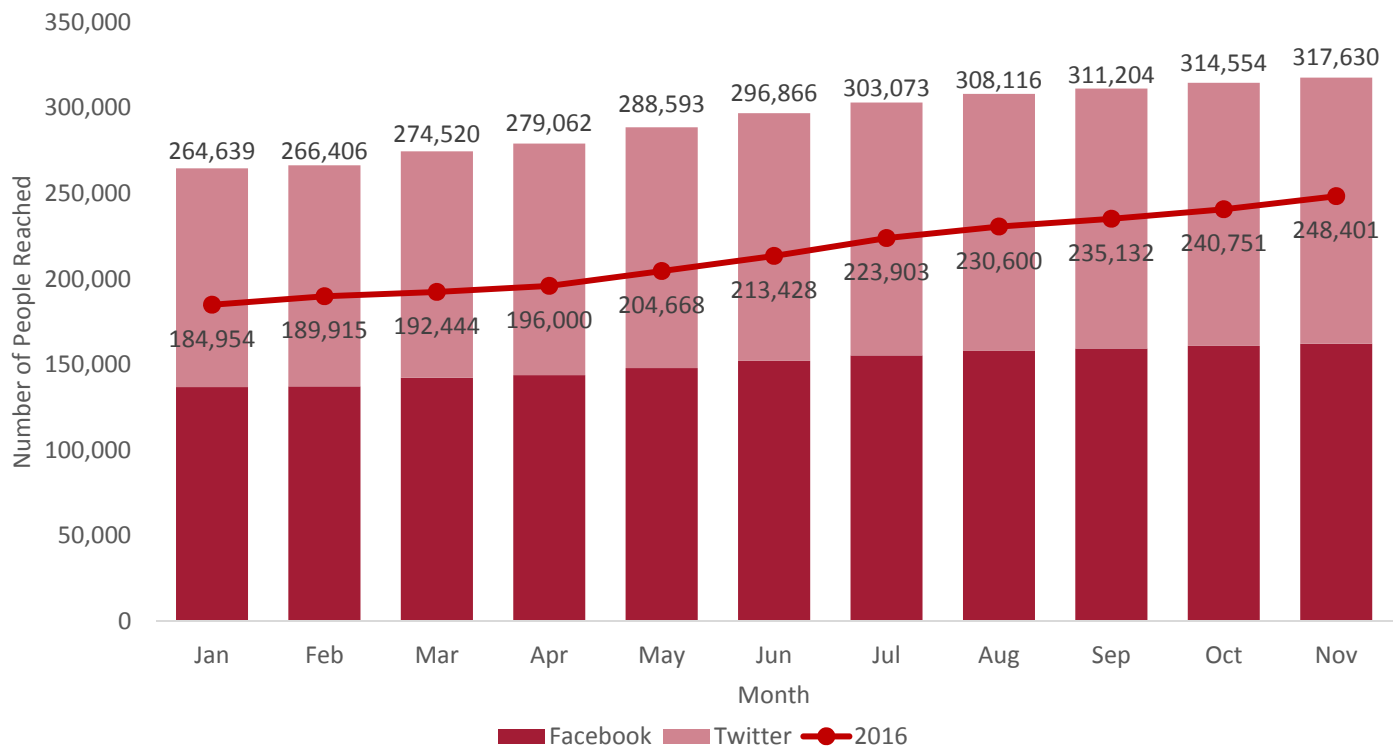
“Social Reach” measures the number of customers who have seen our message on Facebook and Twitter. MDOT strives to reach customers through the channels they use. Efforts are focused on developing social media strategic skills and programs MDOT-wide to enhance Social Reach. To date, MDOT proudly has nearly 320,000 fans on social media and continues to grow. During the last quarter, MDOT TBUs reached an average of five million users each month, a 30 percent increase in reach over 2016.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.1: Total MDOT Social Media Followers CY2017

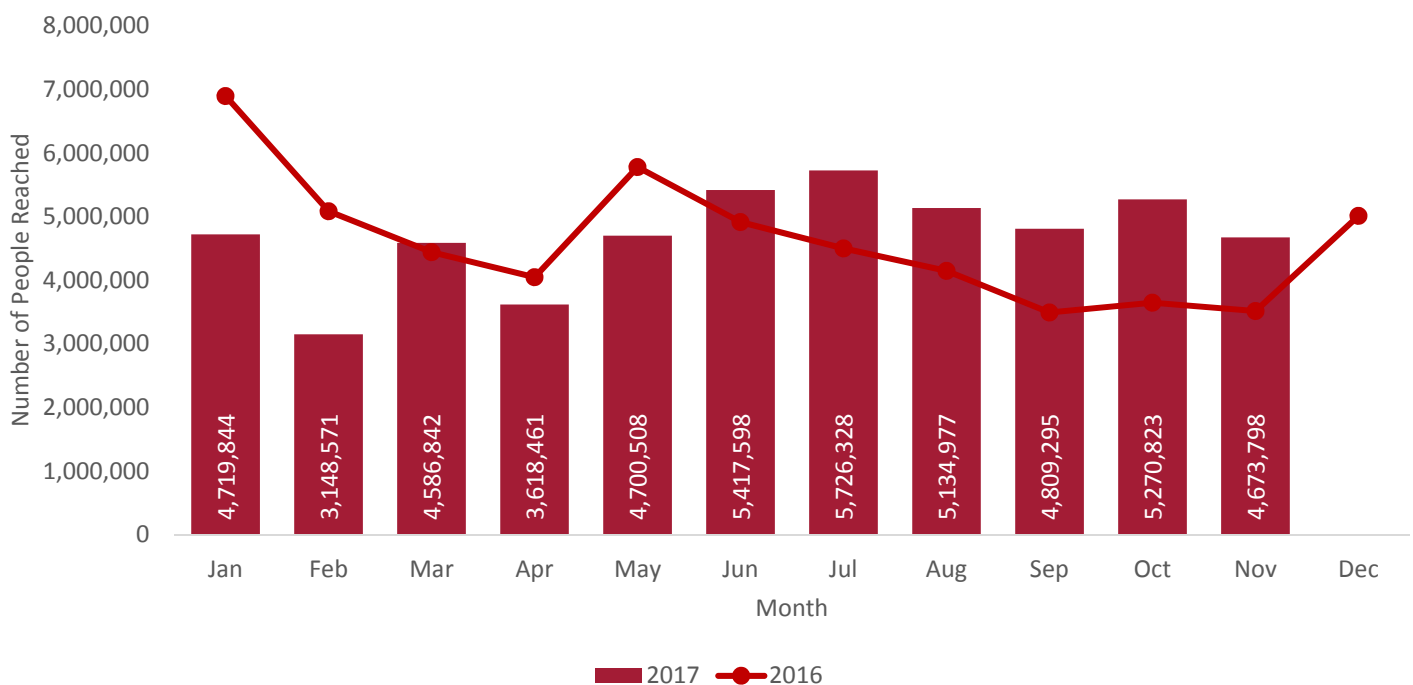


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.2: Total MDOT Social Media Reach CY2017



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Richard Scher

Maryland Port Administration (MPA)

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from all MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.1B

Communicate Effectively Utilizing Social Media: Social Engagement

While “social reach” measures the total number of people who have seen a message, “social engagement” recognizes how followers engaged with that message. Engagements initiate opportunities to communicate interactively with customers.

To determine the effectiveness of its social media communication, MDOT measures social engagement across all MDOT social media accounts, looking for trends in likes, comments, and shares in order to better provide content its followers will enjoy and find informative. Through education and training, MDOT staff are determined to heighten the social experience of their customers.

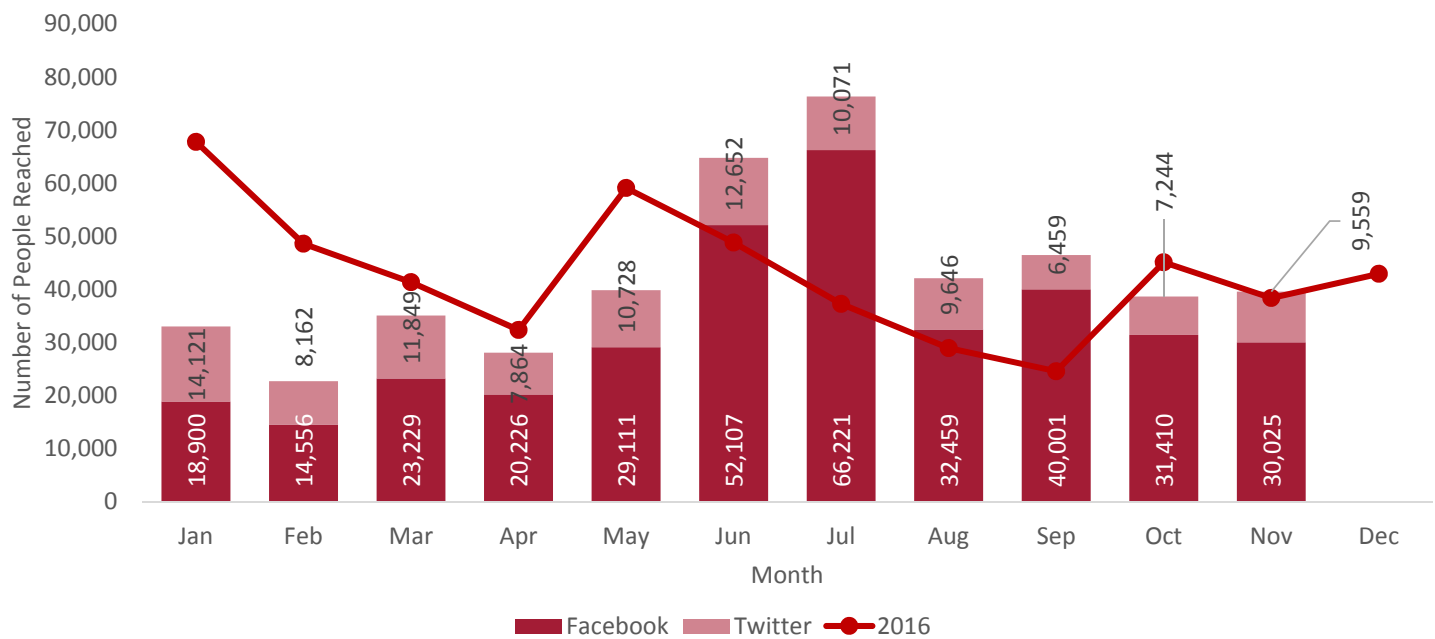
MDOT continues to learn the interests of its customers through social media channels in order to provide the content customers expect.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.1B

Communicate Effectively Utilizing Social Media: Social Engagement

Chart 6.1B.1: Total MDOT Social Media Engagements CY2017



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jennifer White

Maryland Transit Administration (MTA)

PURPOSE OF MEASURE:

To track how clearly and effectively MDOT communicates with customers during public events.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data will be collected via survey at all public meetings hosted by TBUs. The data will be owned and housed by the TBU in charge of the public meetings and sent to MVA on a quarterly basis.

NATIONAL BENCHMARK:

84% (American Customer Survey Index)

PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

MDOT wants to ensure only positive and valuable customer service interactions are experienced during its public transportation events. We understand that customer views and guidance can greatly influence Maryland transportation related programs and projects; as a result, MDOT encourages open and honest feedback from all its customers (residents, community leaders, and stakeholders).

From July 2016 – December 2017, MDOT achieved an overall 85 percent satisfaction rating from customers (292 customers) indicating that MDOT effectively communicated during 37 separate MDOT-hosted public events. We are proud to once again exceed the national benchmark of 84 percent, but, be assured MDOT will continue to explore and implement enhanced communication methods and techniques.

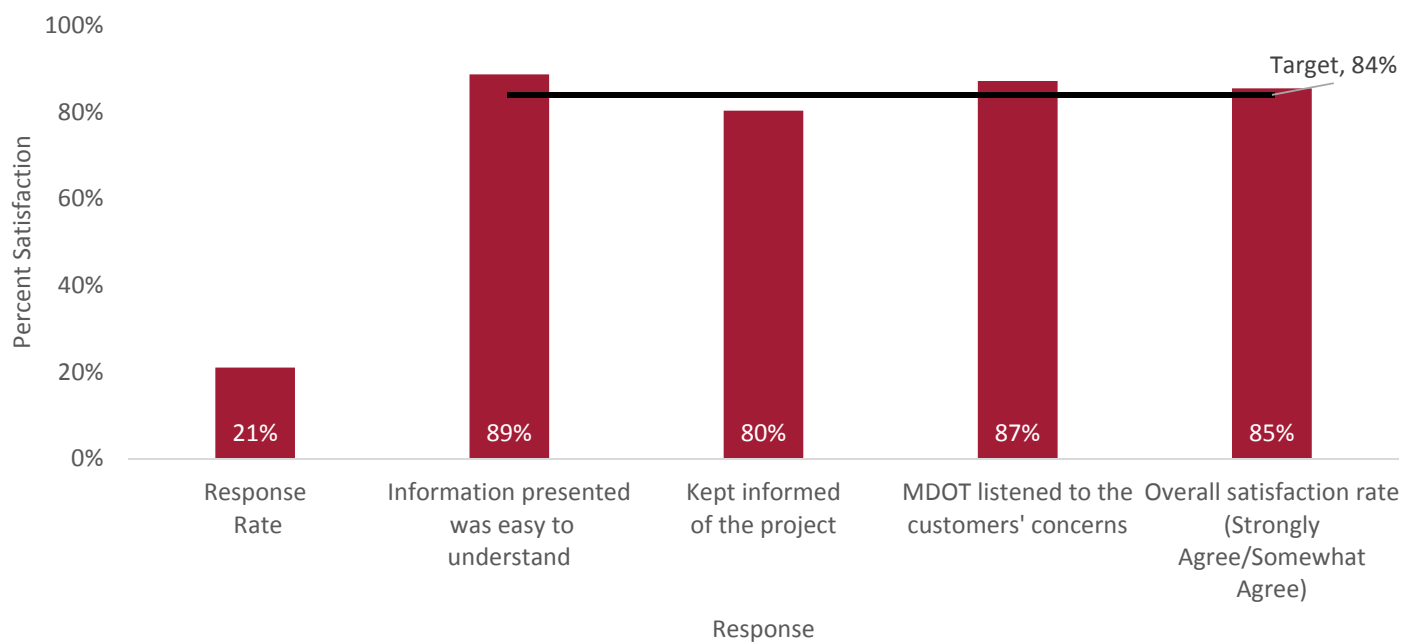
During this past quarter, in an effort to increase opportunities for customer outreach, the Customer Feedback mechanism was revised, which can be electronically accessed by visiting <https://www.surveymonkey.com/r/MDOTpublicEventsCY18>. In addition, language translation of the Customer Feedback Indicator form can now be accessed at www.mdot.maryland.gov/newMDOT/Public_Meetings/PublicMeetings.html. Translation is available by using the Google Translate link on MDOT's website. For customer convenience, a listing of current MDOT Public Meetings can be found at www.mdot.maryland.gov listed under the Transportation Services category.

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PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

Chart 6.2.1: Overall Customer Satisfaction with Communication at Public Meetings
FY2017 & Q1 FY2018 YTD



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jonathan Dean
*Maryland Aviation Administration
(MAA)*

PURPOSE OF MEASURE:

To track number of stories generated to ensure maximum customer reach.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT uses software to gather, measure, and analyze news release and placement data.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

MDOT communications and media relations professionals work to showcase the good work performed by our employees across MDOT on behalf of our customers. These public information specialists use their skills, experience, and knowledge to represent MDOT and serve as spokespersons before the news media.

Performance measure 6.3A encourages each MDOT TBU to monitor and analyze the news that it creates and disseminates. Press releases remain an important tool to distribute news to Maryland residents, businesses, and visitors. This performance measure examines the number of press releases issued each month and the corresponding number of news stories that resulted from the press releases.

The press releases created by MDOT TBUs continue to result in broad reach across local, national, international, and transportation trade media.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

Chart 6.3A.1: MDOT Press Releases and News Placements CY2016-CY2017



Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar

State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the effectiveness of the news releases issued by MDOT. Demonstrates cost effectiveness of releasing public information to media outlets vs. buying advertising space/time.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data can be derived through software systems and some of the data is calculated per news story by individuals using advertising rates of media outlets.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

To reach its customers, MDOT has the option to buy advertising space or time in the market or to issue news releases that are then used and editorialized by media outlets. News releases offer a significant cost-savings to MDOT and the tax-paying public while allowing MDOT messages to reach more customers quickly and efficiently.

MDOT issues news releases to inform customers of important information they need regarding transportation services and projects. This measure shows the value of print and broadcast stories generated by news releases to determine the cost effectiveness of news releases (reaching customers with news and information without purchasing advertising for public notice).

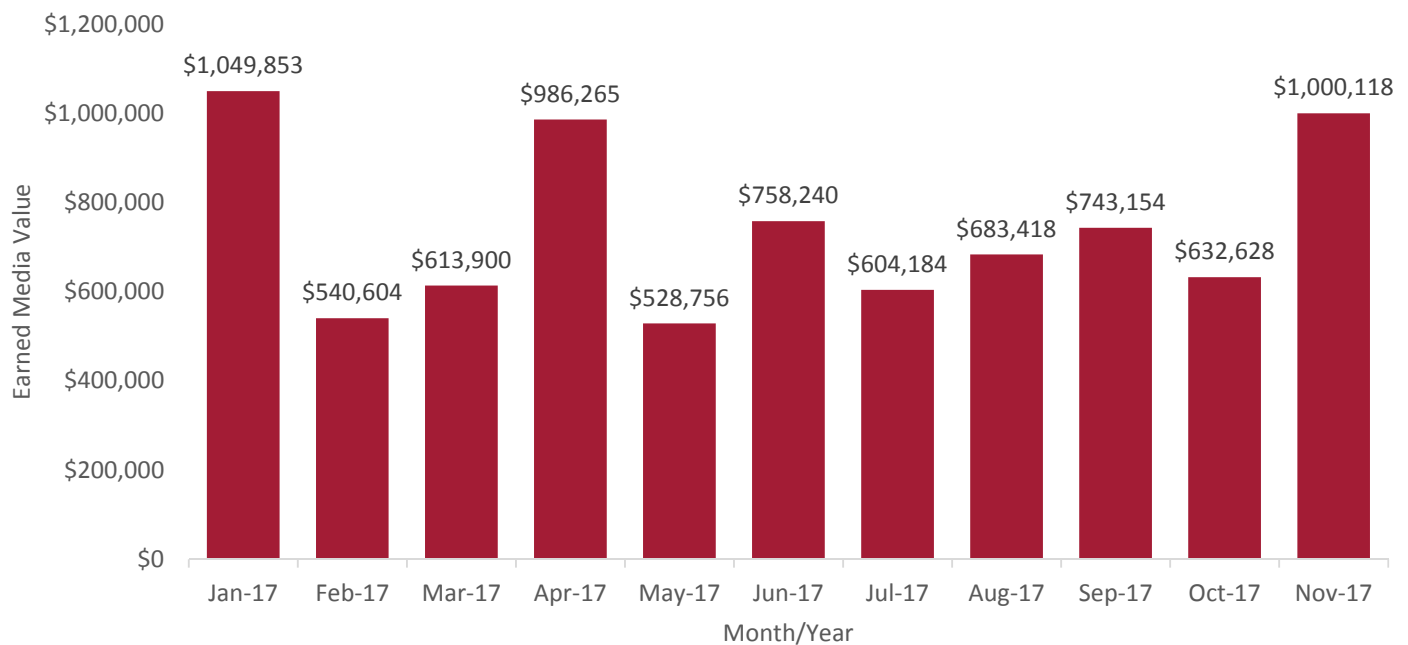
MDOT staff follows up with media outlets to assure the right person is receiving the news releases and encourage coverage, particularly in small media markets where transportation projects and programs are typically of great interest to customers.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.1: Earned Media Value of Print and Broadcast Coverage Generated by News Releases MDOT-wide CY2017

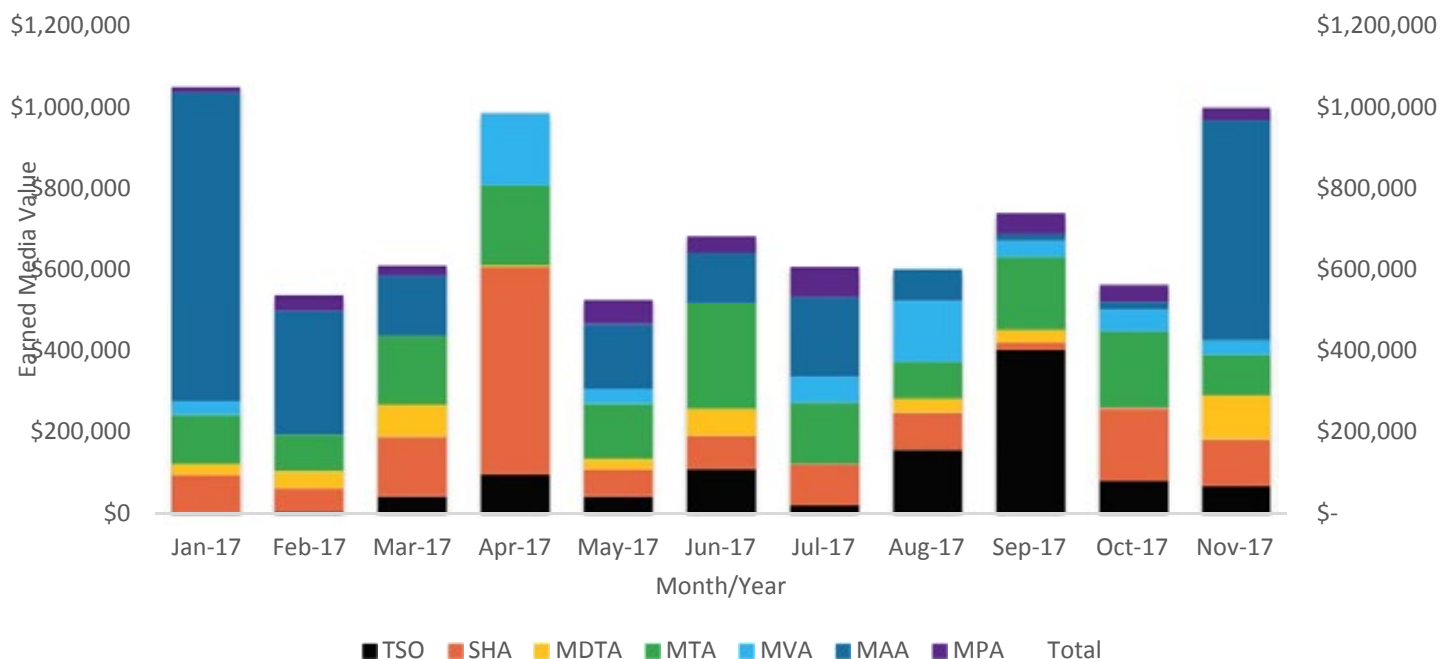


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.2: Earned Media Value of Print and Broadcast Coverage Generated by News Releases by TBU CY2017



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar
State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the tone of media coverage resulting from news releases.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT's team will use software that tracks releases and news generated to evaluate tone of news stories.

NATIONAL BENCHMARK:

N/A

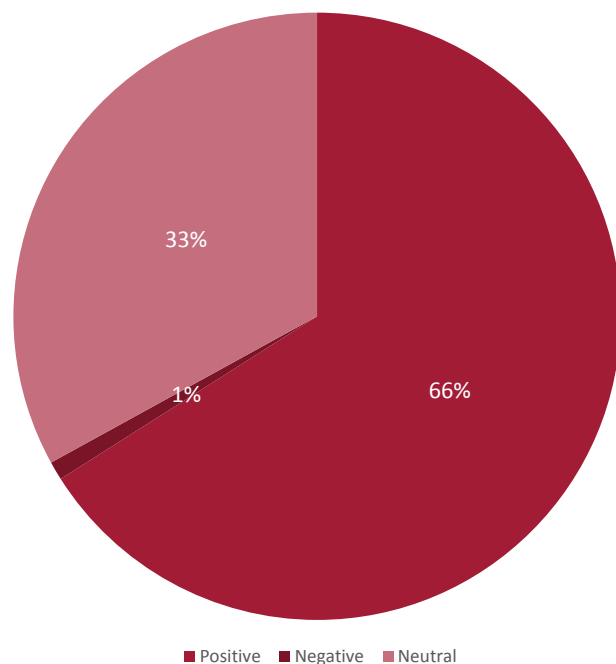
PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

MDOT has a responsibility to inform customers about important information they need relating to services, transportation options and improvements in their communities. One way MDOT shares information is through issuing news releases to the media.

This measure helps MDOT evaluate the tone of print and broadcast news stories that are directly related to MDOT news releases to determine if there is balanced coverage for customers. It also helps MDOT determine if more, less, or different information is needed to ensure customers are receiving factual information via news outlets.

Chart 6.3C.1: "News Tone" MDOT-Wide January 2017 - November 2017

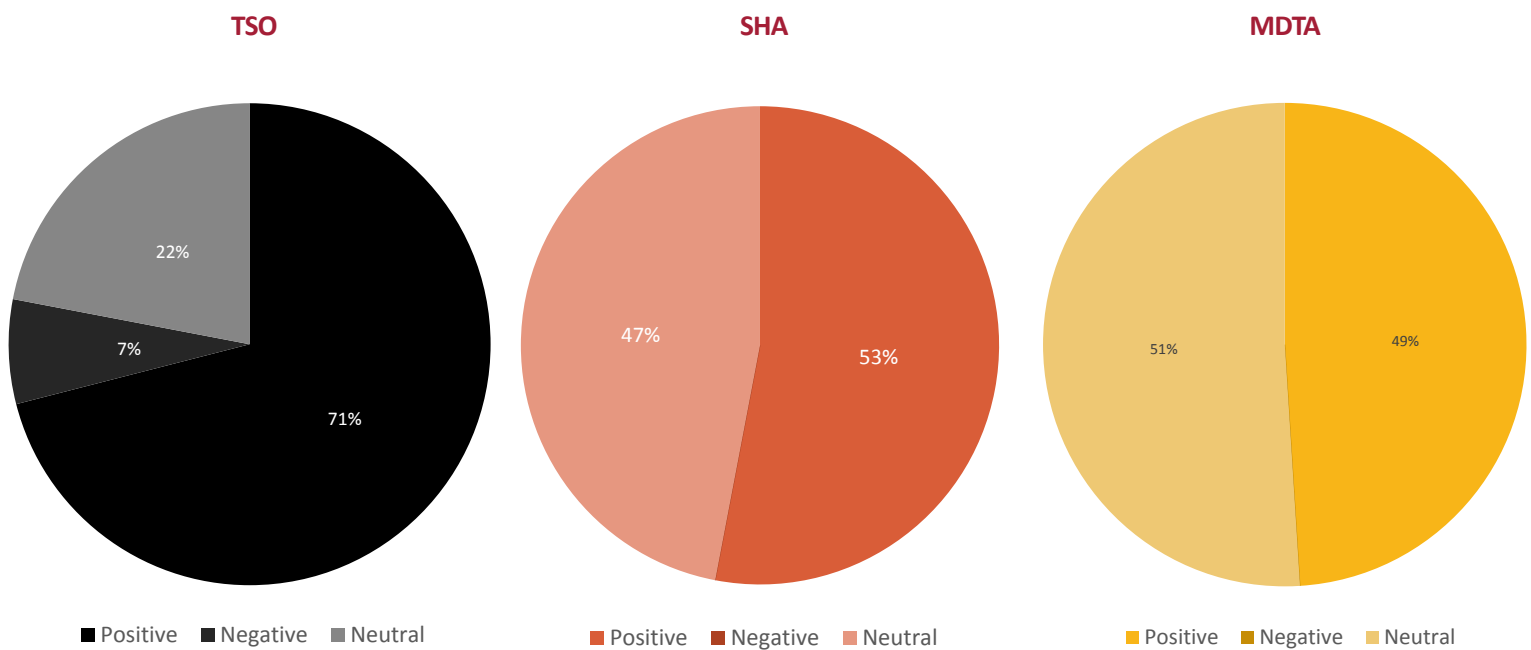


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: "News Tone" by TBU January 2017 – November 2017

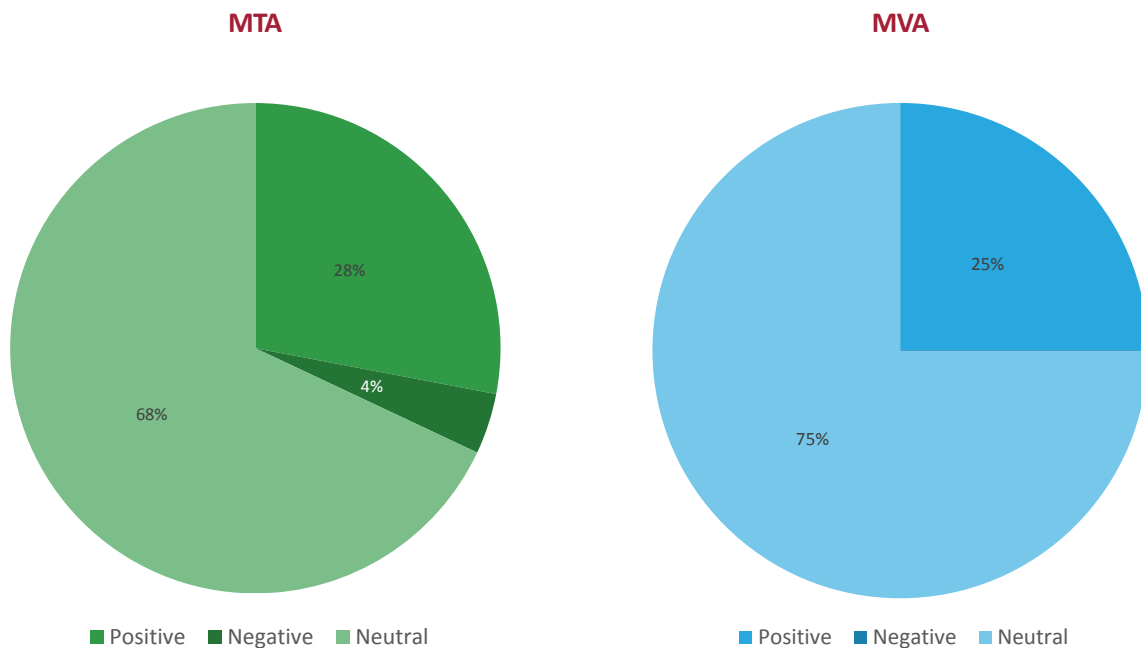


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: "News Tone" by TBU January 2017 – November 2017

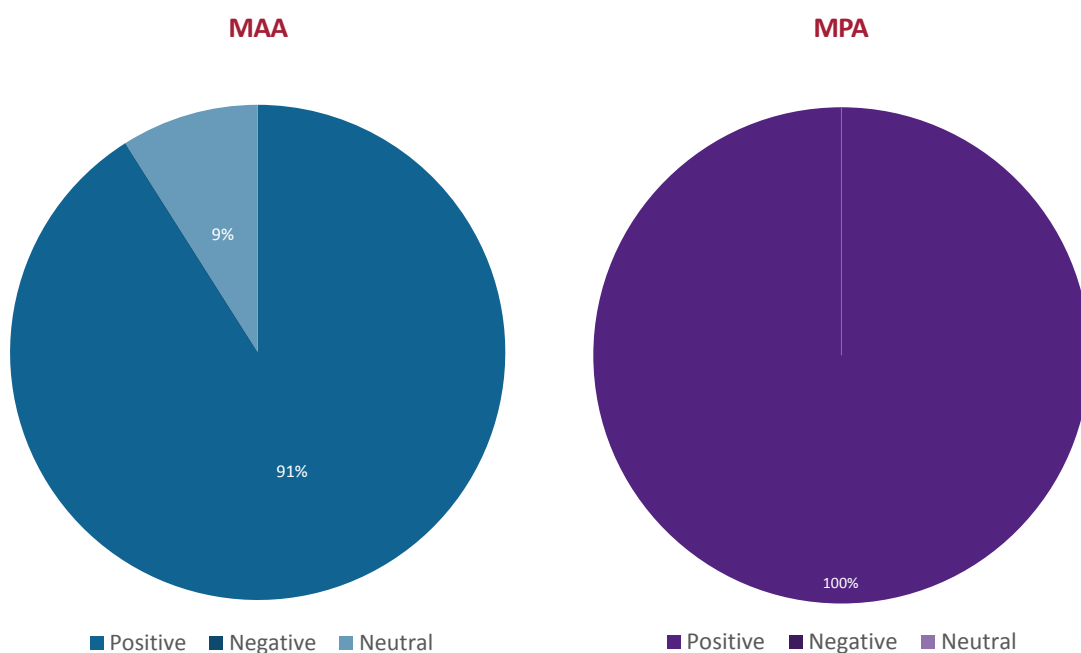


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: "News Tone" by TBU January 2017 – November 2017



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jonathan Dean
Maryland Aviation Administration (MAA)

PURPOSE OF MEASURE:

To track number of stories generated to ensure maximum customer reach.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data gathered, measured, and analyzed with software system.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.4

News Customers Can Use – Proactive Media Stories

MDOT monitors activities to identify opportunities to share and promote unique and positive stories for our customers. Our communications professionals work to develop and maintain relationships with reporters and editors across the news media.

This new performance measure highlights MDOT communicators' work to create and disseminate distinctive stories to the news media and the general public. Customer service initiatives are a major emphasis of this media outreach. For this measure, our MDOT media relations employees are encouraged to "go beyond the press release" by directly pitching positive stories to the media.

For this measure, we have worked to establish that TBUs will identify several significant, leading media outlets. Our communicators will coordinate with these news outlets to produce stories related to customer service or new MDOT services. For each quarter, we will highlight several positive news stories that were the result of the expanded outreach.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4

News Customers Can Use – Proactive Media Stories

BALTIMORE **BUSINESS JOURNAL**



Maryland's Ports are Doing 'Great'

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PERFORMANCE MEASURE 6.4

News Customers Can Use – Proactive Media Stories



Students take part in BaltimoreLink system

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PERFORMANCE MEASURE 6.4

News Customers Can Use – Proactive Media Stories

16 THE BALTIMORE SUN | NEWS | SUNDAY, OCTOBER 8, 2007

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Small businesses take wing at BWI Airport

Pilot program gives retailers lots of potential customers

By LORRAINE MIRABELLA
The Baltimore Sun

When Newen Norton decided to set up a shop in an airport terminal, she knew to expect long hours, tight security and unpredictable shopping patterns.

Still, she jumped at a chance to join an entrepreneurial program at Baltimore-Washington International Thurgood Marshall Airport. From a kiosk in the localities Airlines terminal, Norton sells loose and bagged teas infused with lavender, mint, jasmine, cardamom and other herbs she and her fiancé grow on a Mariettaville farm. She's promoting her teas as a healthy alternative with medicinal benefits.

"There's no other place I would be able to attract this many people at one time," said Norton, a 37-year-old Gwynn Oak resident who owns New Secrets Tea. "It's a lot of visibility."

Norton's shop is one of four micro-

businesses in a pilot program that the airport and Fraport USA, the manager of the facility's retail concessions, launched this year to help local entrepreneurs jump-start businesses and grow into permanent retailers at the airport.

"What we hope to do is take these smallest of the small businesses in the area, grow their presence here so they graduate from cart to kiosk to larger store, and then on to other properties in other airports," said Brent Kelly, vice president of Airmail Maryland, a subsidiary of Fraport that operates BWI retail.

By removing barriers that come with airport retail, the program offers micro-businesses a greater chance of survival, said Ricky Smith, the airport's executive director.

"These are very small businesses that otherwise would not have the capacity or experience or financial wherewithal to compete in an environment as complex as an airport," Smith said. "We see this as a good economic development opportunity."

Fraport purchased and designed the retail kiosk for the businesses, which also receive advice on pricing, inventory management and staffing from experts at Morgan State University's Economic Development Center. That kind of help is designed to substantially reduce startup costs, which can be more than \$1 million to open and equip a traditional store at the airport, Smith said.

In addition to New Secrets Tea, Launch-Pal retailers include Flawless Damsels Boutique, which sells apparel and accessories; Rothe Cosmetics & B.E.A.T. School of Makeup Artistry, which offers professional makeup and lash applications; and Fashion Spa House, which offers lash and brow services and sells clothing, accessories and vegan skincare products.

Dozens of business owners competed to join the inaugural group of LaunchPal retailers. Fraport, which leases space from

the airport and then leases that space to vendors, began recruiting businesses at the end of last year and had to whittle a field of 75 businesses down to just four. The vendors signed one-year leases that Airmail will renew as long as the retailers meet certain operating requirements, such as maintaining airport retail hours of 4 a.m. to 10 p.m.

Cynthia Rumph sees the airport as an ideal place to get feedback from a diverse audience and iron out the wrinkles in Fashion Spa House, which she owns with her husband, Keturah Gooding.

Now at nine employees, the business sells online, at farmers markets and from a Harford Road shop. Rumph hopes to go into franchising to expand Fashion Spa House to airports around the country.

The airport operation is providing valuable lessons, she said.

"It's a good way to see what's working or not," said Rumph, a 43-year-old Parkville resident and former nurse. "It's taught us to manage inventory way better and to close the sale fast. This is a time-sensitive environment, and they're in a hurry. The inventory has to stay extremely organized, and the checkout time has to be in under a minute."

She has learned to allow for extra time to have inventory delivered, because all merchandise has to be scanned through security. And she depends more than ever on her staff.

"As a retailer, I am used to setting my own hours and having holidays off or closing early," she said. "That's not an option here. You have to be open when the airport is open."

In an airport setting, where travelers often are rushed and under stress, businesses that "make people feel better" may have a better chance at success, said Hung-bin Ding, an associate professor of entrepreneurship at Loyola University Maryland.

Norton said she believes her herbal tea business will appeal to travelers. She began experimenting with drying and mixing herbs for tea while being treated for cervical cancer in 2008. She is now cancer-free.

"I want to help women become healthier, because that's what I went through," said Norton, who studied to become an herbalist. Exposure at the airport, she hopes, will help boost her brand. Though she hasn't turned a profit, she feels a sense of accomplishment in learning how to keep track of inventory, retain employees and manage staffing for the extended hours. She believes she is on track to move to a more permanent space.

"It has taught me a lot," she said. "If I can conquer and last this entire year, I can do anything."

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Small businesses take wing at BWI Airport